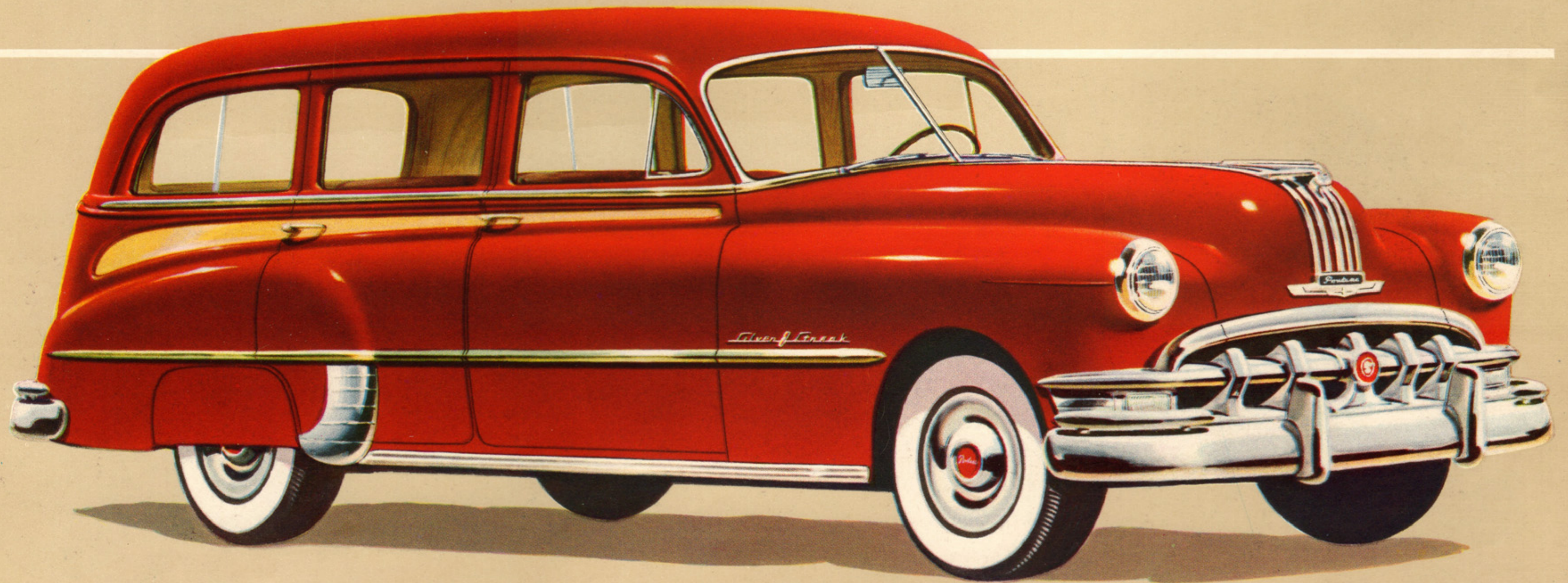


Dollar for Dollar

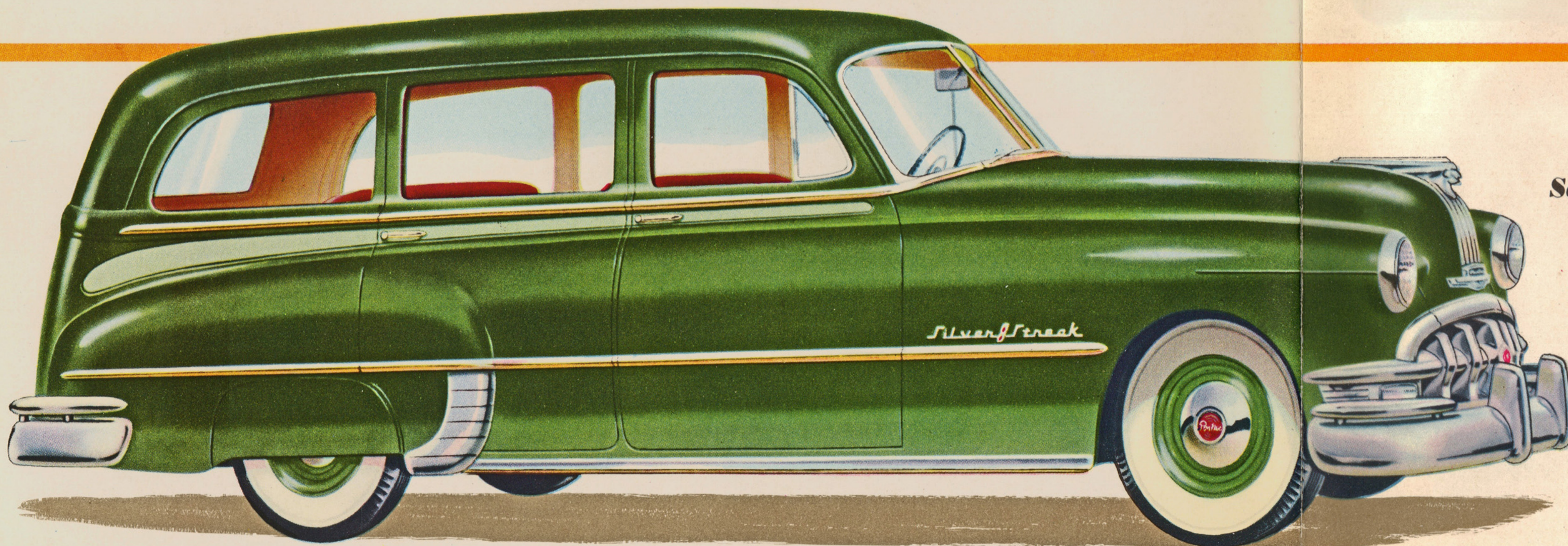


you can't beat a **PONTIAC**

STATION WAGON



AND ALL THE *COMFORT AND BEAUTY* OF A SEDAN!



The two-tone color combination shown on the cover is Imperial Maroon for the body with Sand Grey trim.

Body Color—Berkshire Green • Trim Color—Tarragon Green

Safety-steel construction! Distinctive beauty! Economical maintenance

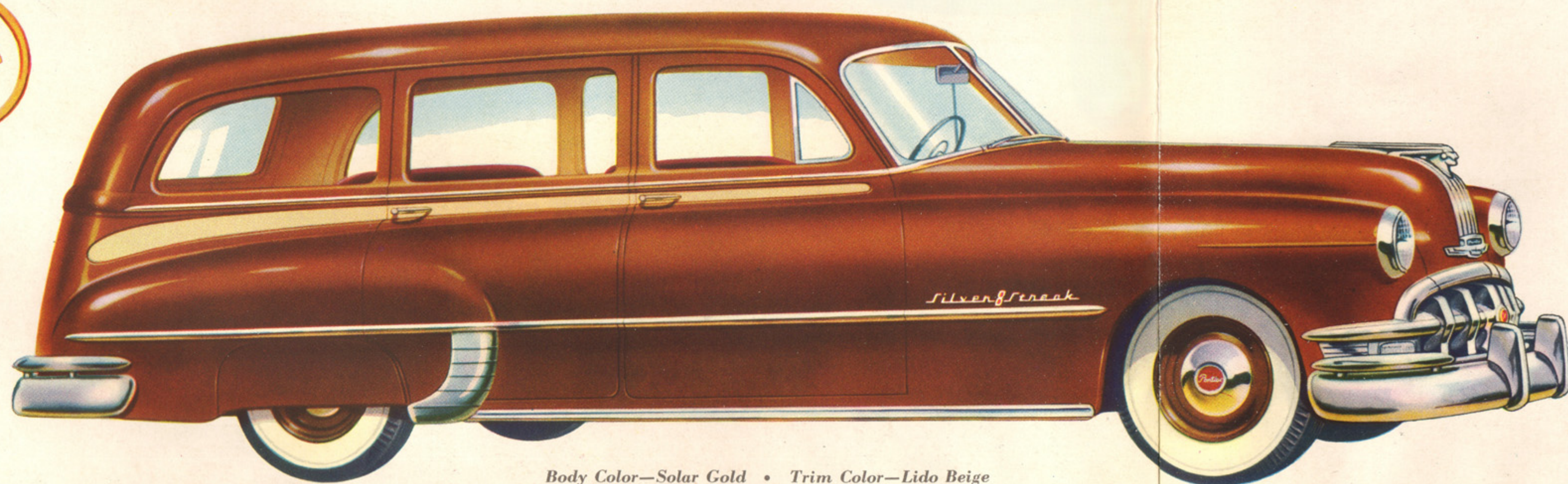
Here's a car that will please your whole family—around the clock and around the calendar! Pontiac designed it to combine all the luxury and solid comfort of a sedan with the dashing style and down-to-earth usefulness of a station wagon. With a rugged body of steel, here's a station wagon that keeps the beauty but banishes the rattles and costly upkeep of traditional station wagon styling. The result is what you see—a station wagon that's a joy to own, beautiful, generously roomy, quiet-riding, comfortable, more economical to buy and maintain. In short, here's another big Pontiac value—and dollar for dollar, it can't be beat!

ALL YEAR 'ROUND... *the busiest car you ever owned*

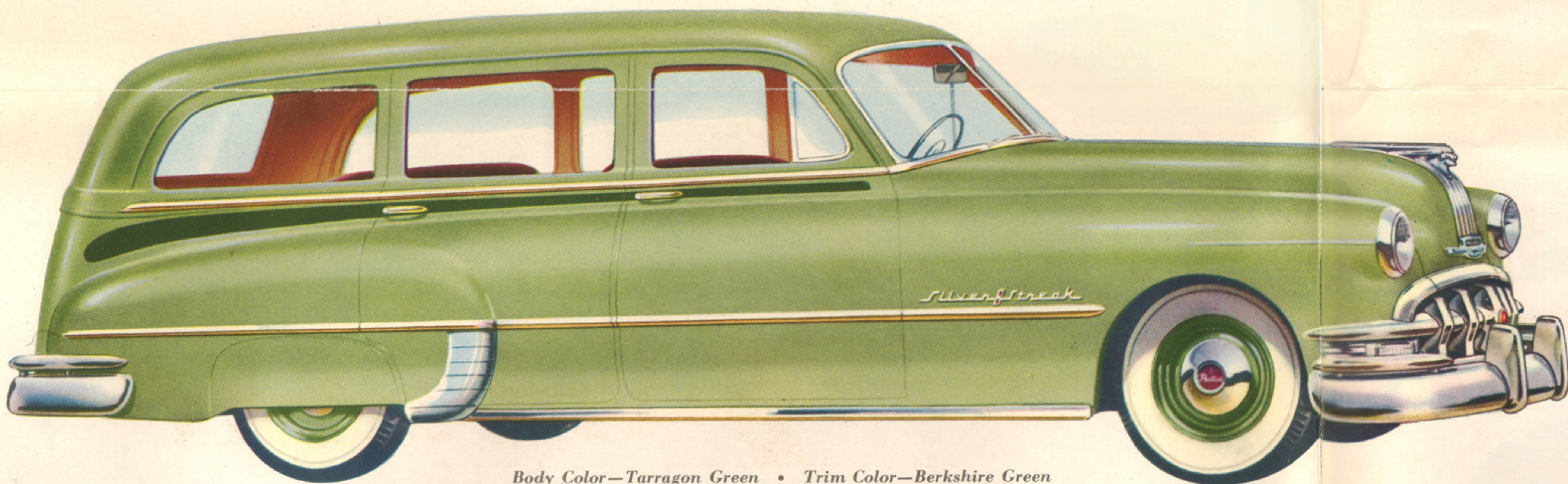
THE 1950 **PONTIAC** STEEL STATION WAGON



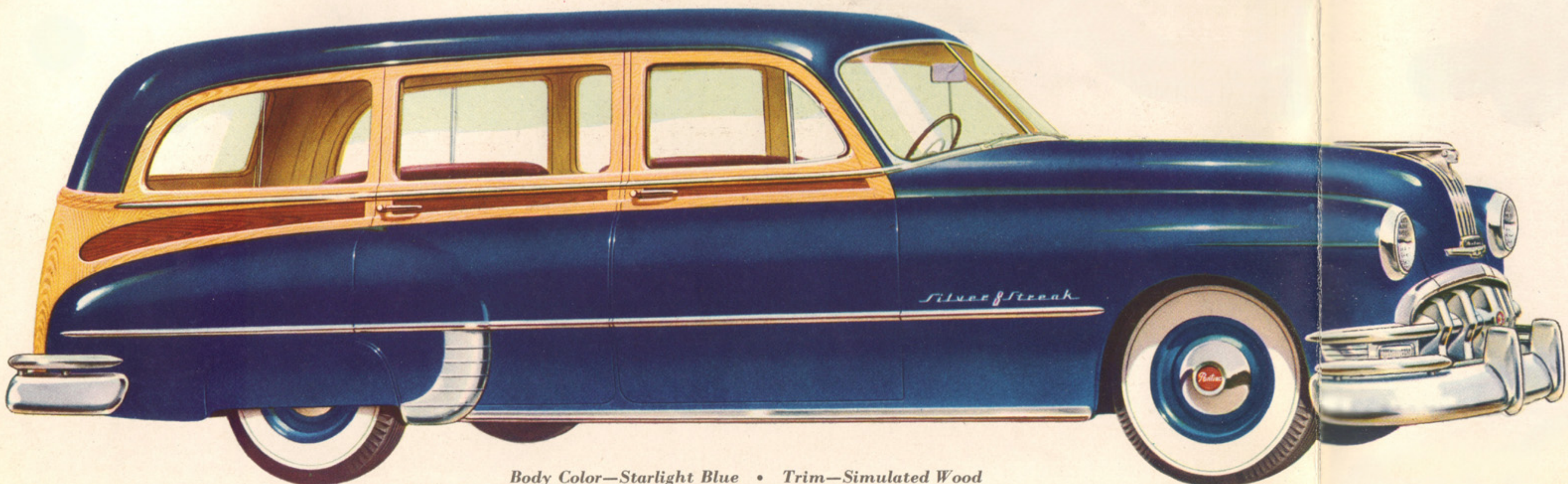
**TWO NEW MODELS—DE LUXE OR STANDARD...
CHOICE OF 6 OR 8 CYLINDER ENGINE...
BEAUTIFUL NEW COLOR COMBINATIONS...
PLUS THE SPARKLING PERFORMANCE OF
GM HYDRA-MATIC DRIVE!***



Body Color—Solar Gold • Trim Color—Lido Beige



Body Color—Tarragon Green • Trim Color—Berkshire Green



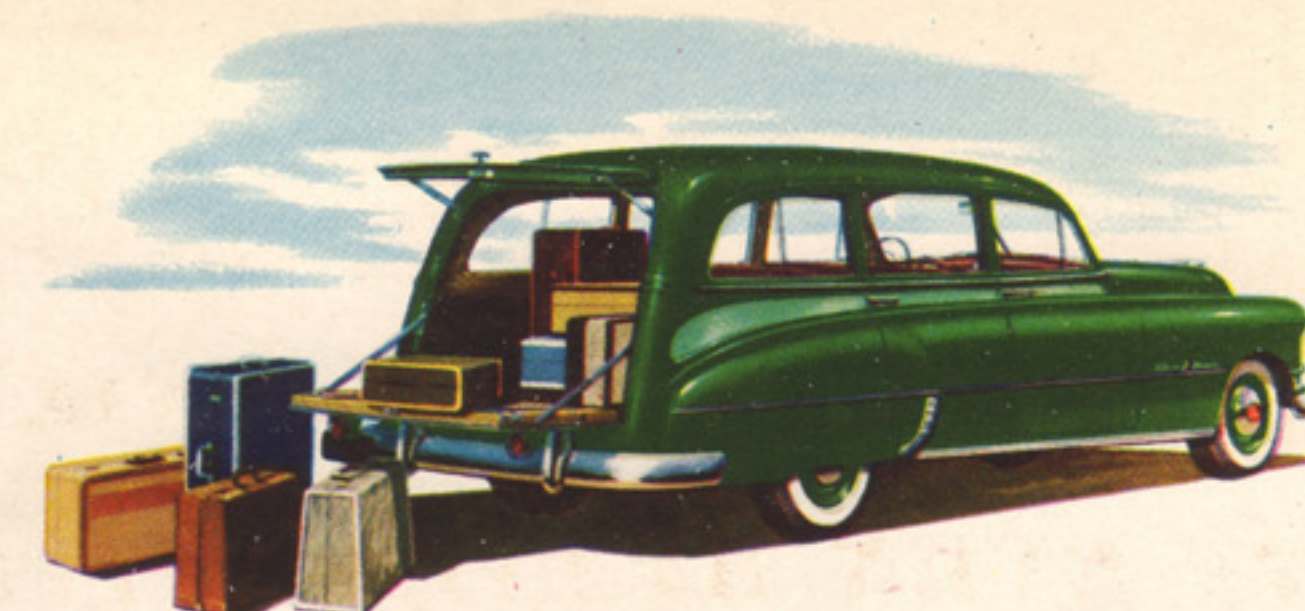
Body Color—Starlight Blue • Trim—Simulated Wood

Simulated Wood Trim Steel Station Wagon is available in all standard Pontiac colors.

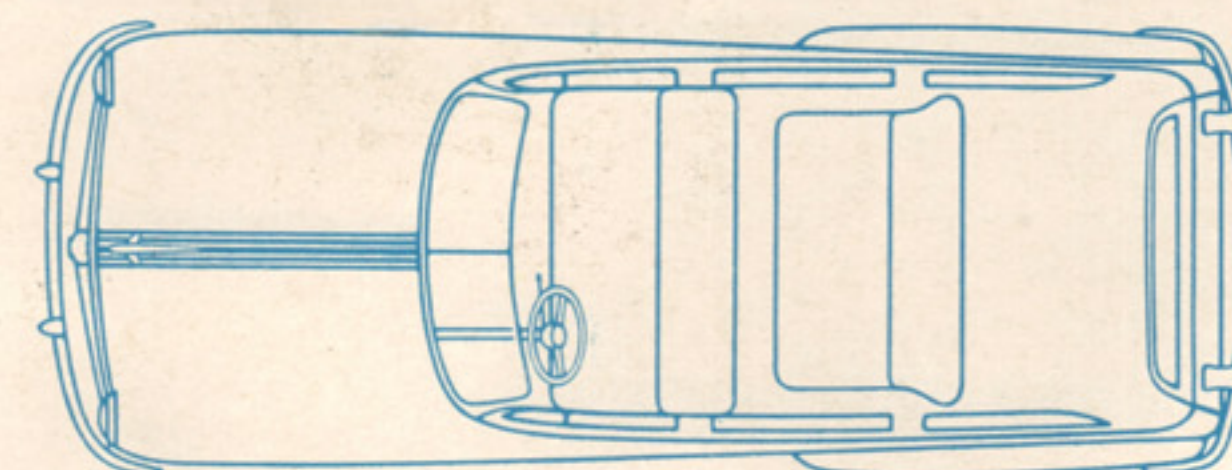
Here's the one car that fills every driving need—far and away the most handsome Station Wagon in America! It's a Pontiac you're bound to see everywhere, from fashionable country clubs to north woods camping sites. For the sportsman—convenient and dependable wherever the game takes you. For the tourist—room to sleep in the car on a little used trail and style befitting the smartest resort. For the camper—room for all your favorite equipment, and more! For the hobbyist—ideal for transporting everything from prize dogs to antique furniture. And right around home—meeting guests, going shopping, off to school—for all the things that only a station wagon can do!

And you can match its usefulness with the beauty of Pontiac's new two-tone color combinations or wood-grain finish and the performance of the famed Pontiac Silver Streak 6 or 8 cylinder engine with Hydra-Matic Drive!*

*Hydra-Matic Drive is optional at extra cost.

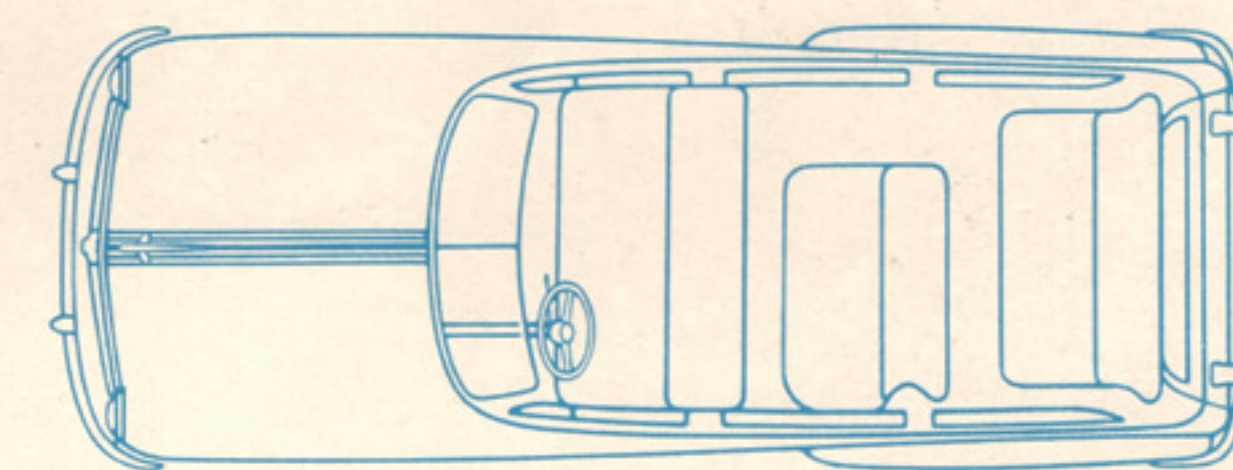


YOUR CHOICE OF TWO INTERIORS



TWO SEATS — 6 PASSENGER

Pontiac's De Luxe Station Wagon interior combines the luxury and appointments of a sedan with the roomy usefulness of a station wagon. Plenty of room for six persons and loads of luggage—more than four feet of floor space between the rear seat and the tailgate! De Luxe equipment includes: Genuine leather and Bedford cord upholstery; genuine leather door trim; deluxe steering wheel; electric clock; chrome fender and body moldings; stainless steel rear fender guards; carpet between seats. (Plus all Standard Equipment listed at the right.)



THREE SEATS — 8 PASSENGER

Pontiac's Standard Station Wagon is designed with the same comfort as the De Luxe, but seats eight persons on a "3-2-3 Seating Plan." Both rear seats are removable and the rear seat may replace the intermediate seat. Even with all three seats in, there's loads of "carrying capacity." Equipment includes: Spare tire, tube and wheel; bumper and bumper guards; metal spring covers; dual windshield wipers; dual tail lamps; dual horns; dual sun visors; permanent oil cleaner; cigar lighter; ash receiver; dome light; outside lock on front doors.

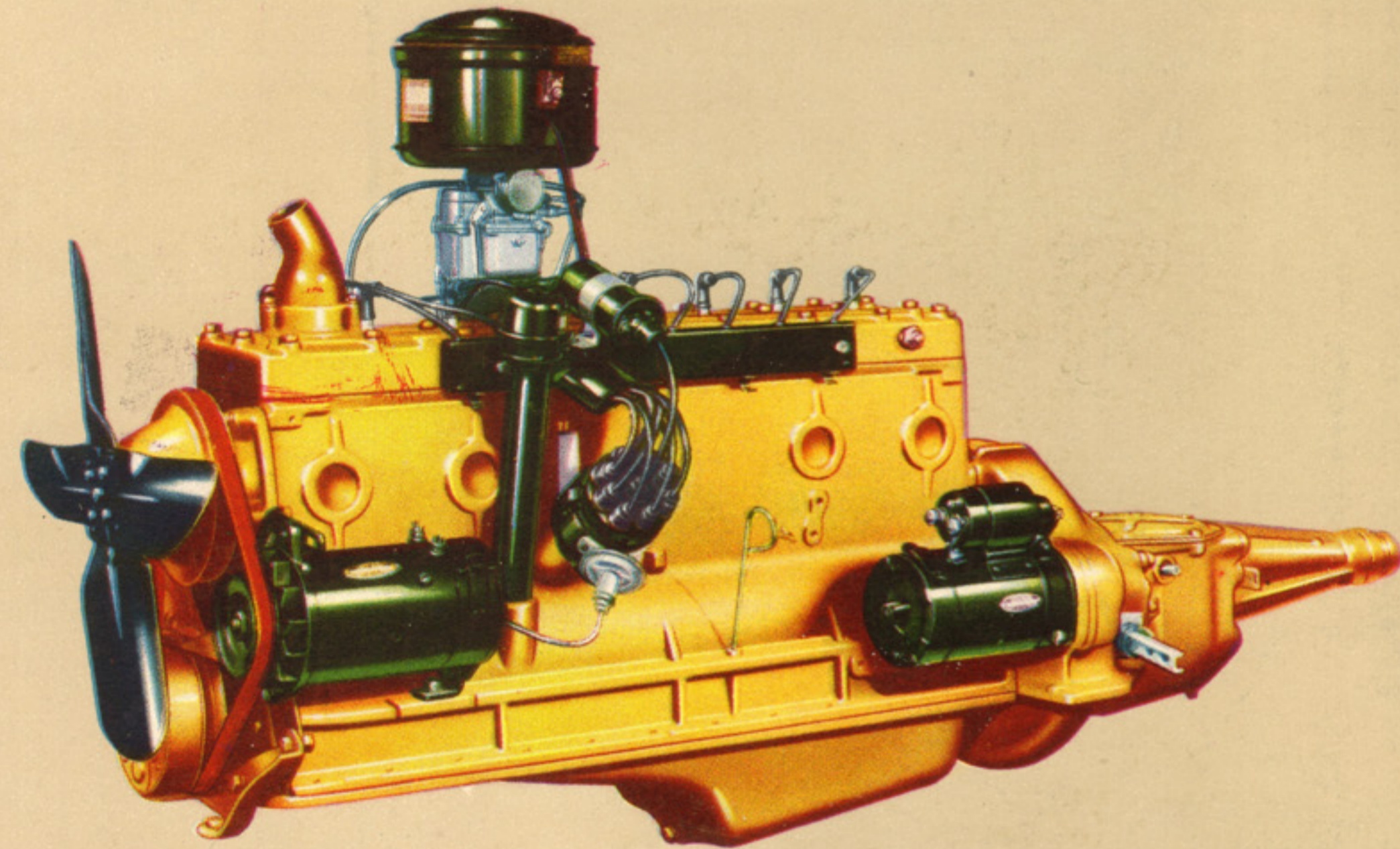
PONTIAC'S FAMED SILVER STREAK PERFORMANCE IS EVEN BETTER WITH GM HYDRA-MATIC DRIVE!*



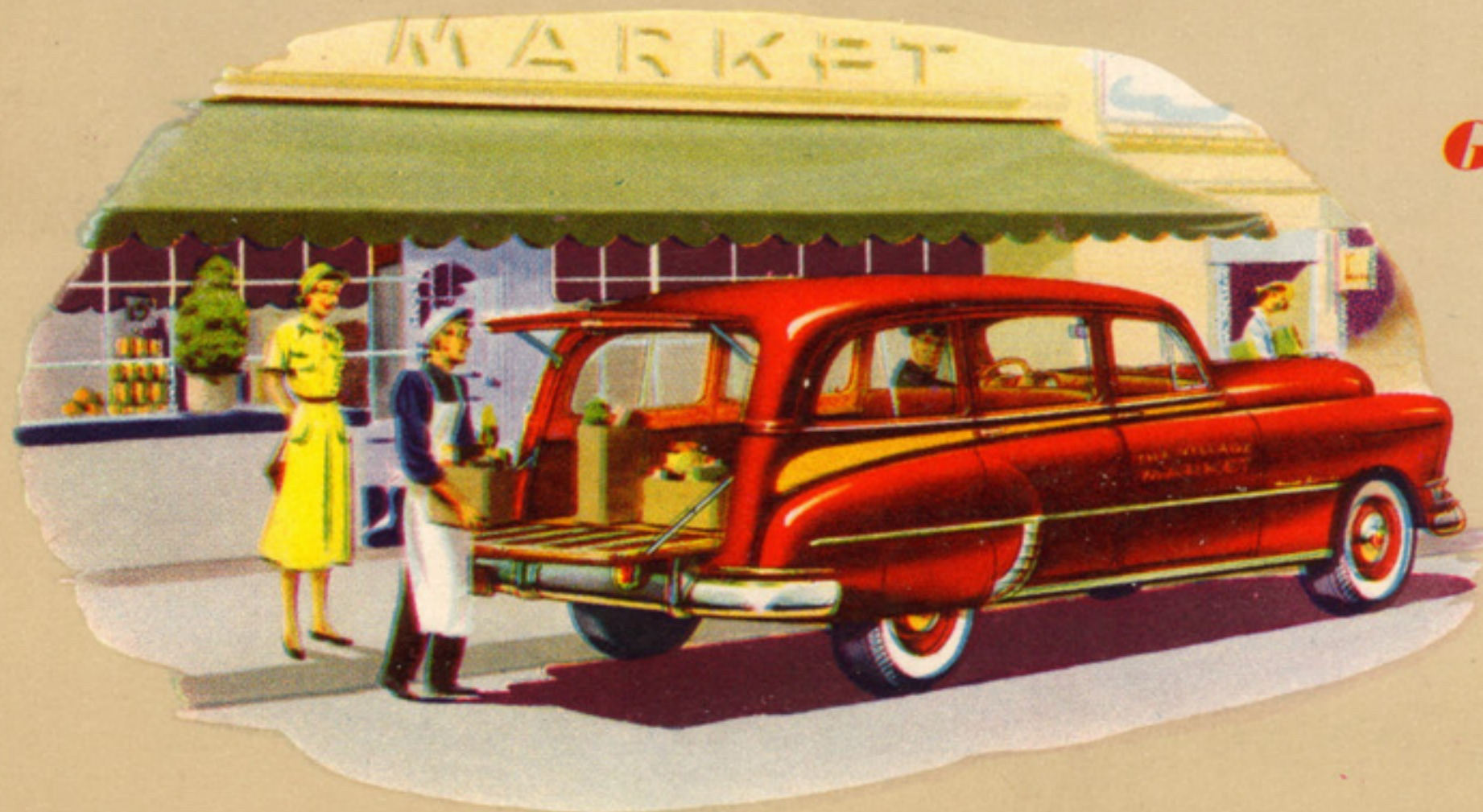
Just set the control lever and go! GM Hydra-Matic Drive is automatic driving in its most famous, best proved form!

Pontiac's famous Straight-Eight engine, one of the industry's truly great power plants, has been improved for 1950 with greater horsepower, and even smoother, more sparkling performance. Or, if you prefer, choose Pontiac's brilliant Six—with its matchless record for performance, dependability and long-range economy. ★ And for the most thrilling performance of all—you'll really enjoy the amazing convenience of Hydra-Matic Drive*, with no clutch, no shifting!

**Hydra-Matic Drive is optional at extra cost.*



Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.



Growing choice of smart, progressive merchants!

Smart merchants everywhere are turning to the new Pontiac Station Wagon for a prestige-building delivery vehicle. It doubles as a family car, too—and its new steel construction means easier maintenance, more economy, lasting beauty and a longer life. Why not investigate its profit-boosting possibilities for *your* business soon?